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CIGARETTES RATED N TAR CONTENTS

New Tests by F.T.C. Also
Show Nicotine Percentage

Special to The New York Times

WASHINGTON, Oct. 15—The Federal Trade Commission, on the basis of new laboratory tests, has rated king size Carlton filter cigarettes and regular Marvel filter cigarettes as lowest in tar content among 122 varieties.

In earlier tests, Marvels were the lowest and Carltons were fourth lowest. Marvels maintained their position in the new tests as lowest in nicotine.

Results of the new tests were reported to the Senate and House Commerce committees and were made public today by the Senate committee. Michael Pertschuk, the committee's general counsel, said it was significant that the product of a major manufacturer had moved to the top of the list in low tar content. Carltons are made by the American Tobacco Company.

Mr. Pertschuk said that this suggested that notable progress was being made in persuading a substantial segment of the industry to produce and advertise cigarettes with low tar and nicotine content.

He noted that a recent pamphlet of the United States Public Health Service suggested that one way to reduce the risk in smoking cigarettes was to smoke those with low tar and nicotine content.

A Public Health Service advisory group has said that the preponderance of scientific evidence strongly suggests that the lower the tar and nicotine content of cigarette smoke the less harmful are effects.

But the Tobacco Institute, the chief spokesman for cigarette manufacturers, contends that there is no scientifically established relationship.

The tar content of king-size filter Carltons dropped from 7.1 milligrams in the earlier test to 4 milligrams in the new one. Regular size filter Marvels were rated at 4 milligrams in both tests.

The five cigarettes with the lowest tar content and milligrams of tar per cigarette were: Carlton, king size filter, 4; Marvel, king size filter menthol, 4; Marvel, king size filter menthol, 4; Cascade king size filter menthol, 7; Marvels king size filter, 7.

highest tar and milligrams of tar per cigarette were: English Ovals king size nonfilter, 26; Holiday king size nonfilter, 31; Fatima king size nonfilter, 33; Herbert Tateyton king size nonfilter, 31; Philip Morris Commander king size nonfilter, 31.

The five cigarettes with the lowest nicotine and milligrams of nicotine per cigarette were: Marvels regular size filter menthol, 0.2; King Santos king size filter, 0.2; Cascade king size filter menthol, 0.2; Frappe king size filter menthol, 0.3.

The five cigarettes with the highest nicotine and milligrams of nicotine per cigarette were: English Ovals king size nonfilter, 2.3; Raleigh king size nonfilter, 2.1; Philip Morris Commander king size nonfilter, 2.0; Holiday king size nonfilter, 1.9; Fatima king size nonfilter, 1.3.

File - FTC Tar and Nicotine

TO:

FROM:

D. H. C.
CORPORATE RELATIONS
DEPARTMENT

THE WALL STREET JOURNAL
Wednesday, October 16, 1968

Carlton Cigarets Ranked Lowest in Tar, Marvels in Nicotine Content in U.S. Test

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON — The Government's cigarette-smoking machine, in its most comprehensive test of cigarette tar and nicotine content, showed king-size filter Carlton brand to be the lowest in tar. Filter Marvels was rated the lowest in nicotine.

Carlton brand is made by American Tobacco Co. Marvels is a Stepano Bros. brand.

Industry sources said the Carlton rating marked the first time in the series of Government tests that any of the six major tobacco companies' brands was ranked lowest in tar or nicotine. These sources predicted the test report will accelerate the low-tar-and-nicotine competition among major manufacturers.

If so, the tests will be fulfilling a major purpose the Federal Trade Commission had in mind when its smoke-testing machine started puffing last November. The commission has been testing cigarettes in cooperation with Sen. Magnuson (D., Wash.), chairman of the Senate Commerce Committee. The Senator, who re-

ceives and releases the FTC test results, has said the tar and nicotine rankings "will enable a smoker who is unable or unwilling to give up smoking to select the least hazardous cigarettes on the market."

The FTC machine's first report covered the tar and nicotine content of 59 varieties of cigarettes sold in the U.S. The second report, issued in June, covered an additional 63 varieties. The new test covered all 122 varieties commonly available. To get a fair sample, the FTC bought two packs of each variety in each of 50 representative locations throughout the country.

The FTC machine smoked each cigarette down to a 20-millimeter butt or, in the case of longer filter cigarettes, down to within 3-mm. of the filter overwrap. The results were based on a test of 100 cigarettes per variety or brand.

Aside from explaining those procedures, the commission didn't make any comment on its findings. It simply listed each of the 122 varieties, first by tar-content ranking and second by nicotine ranking.

Tar content ranged from a low of 4 milligrams in a king-size filter Carlton cigarette to a high of 36 milligrams in a king-size English Ovals cigarette. Nicotine ranged from a low of 0.1 milligram in a filter Marvels cigarette to 2.3 milligrams in a king-size English Ovals cigarette.

Following Carlton, the next lowest ranking in tar were: Filter Marvels, king-size filter menthol Marvels, king-size filter menthol Cascade, king-size filter Marvels and king-size filter King Sano cigarettes.

Behind filter Marvels in low nicotine ranking were: King-size filter menthol Marvels, king-size filter King Sano, king-size filter menthol Cascade, king-size filter menthol Frappe and king-size filter Marvels.

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